



WPXI
P.O. Box 640132
Pittsburgh, PA 15264-0132
ph: (412) 237-1100
fx: (412) 237-2247

Advertiser
Agency
Buyer
Salesperson

Rob McCord State Treasurer (8448)
Campaign Group (The) (1205)
CAVINAGH, LISA
Telerep/Washington DC, Washington DC
(1040)
ph: (555) 555-5555
Political - State Candidate (1071)
POL/R MCCORD/D/TRE/PA (140317)
National/Political
/06388917

Invoice 640872
Inv Date 10/28/2012
Terms Net 30
Contract 338216
Bill Type Standard
Period 10/1/2012 - 10/28/2012

Campaign Group (The)
1600 Locust Street
3rd Floor
Philadelphia, PA 19103

AgM

Product
Brand
Acct Types
Est/Headline
Demo
Revision
Comments

MCCORD 10/23
***** THIS IS A CASH IN ADVANCE

CO-OP/Order Type Yes/Normal
Package
Gen. Date 10/29/2012 1:23:41PM

Pittsburgh (WPXI)

OFFICIAL BILLING INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Program	Copy/ISCI	Amount	Remarks
1.0	Contract Line Remarks:		<u>NEWS 530-6A/1</u>						
	Spot	5:29:04AM-Channel	Per week (3), Tu, We, Th, Fr	10/24/12 5:42AM (We)	00:30	Channel 11 News 530am	MCC1204STE	\$550.00	
	Spot	5:29:04AM-Channel	Per week (3), Tu, We, Th, Fr	10/25/12 5:42AM (Th)	00:30	Channel 11 News 530am	MCC1204STE	\$550.00	
	Spot	5:29:04AM-Channel	Per week (3), Tu, We, Th, Fr	10/26/12 5:39AM (Fr)	00:30	Channel 11 News 530am	MCC1204STE	\$550.00	
2.0	Contract Line Remarks:		<u>NEWS 6-7A/2</u>						
	Spot	5:59:04AM-Channel	Per week (3), Tu, We, Th, Fr	10/23/12 6:10AM (Tu)	00:30	Channel 11 News 6am	MCC1204STE	\$800.00	
	Spot	5:59:04AM-Channel	Per week (3), Tu, We, Th, Fr	10/24/12 6:07AM (We)	00:30	Channel 11 News 6am	MCC1204STE	\$800.00	
	Spot	5:59:04AM-Channel	Per week (3), Tu, We, Th, Fr	10/26/12 6:28AM (Fr)	00:30	Channel 11 News 6am	MCC1204STE	\$800.00	
3.0	Contract Line Remarks:		<u>TODAY 7-8A/3</u>						
	Spot	7:00:00AM- 8:00:00	Per week (3), Tu, We, Th, Fr	10/24/12 8:00AM (We)	00:30	Today Show	MCC1204STE	\$625.00	
	Spot	7:00:00AM- 8:00:00	Per week (3), Tu, We, Th, Fr	10/25/12 7:30AM (Th)	00:30	Today Show	MCC1204STE	\$625.00	
	Spot	7:00:00AM- 8:00:00	Per week (3), Tu, We, Th, Fr	10/26/12 7:29AM (Fr)	00:30	Today Show	MCC1204STE	\$625.00	
4.0	Contract Line Remarks:		<u>TODAY 8-9A/47</u>						
	Spot	8:00:00AM- 9:00:00	Per week (3), Tu, We, Th, Fr	10/24/12 8:50AM (We)	00:30	Today Show	MCC1204STE	\$575.00	
	Spot	8:00:00AM- 9:00:00	Per week (3), Tu, We, Th, Fr	10/25/12 9:00AM (Th)	00:30	Today Show	MCC1204STE	\$575.00	
	Spot	8:00:00AM- 9:00:00	Per week (3), Tu, We, Th, Fr	10/26/12 8:44AM (Fr)	00:30	Today Show	MCC1204STE	\$575.00	
5.0	Contract Line Remarks:		<u>TODAY 9-10A/5</u>						
	Spot	9:00:04AM-Today S	Per week (3), Tu, We, Th, Fr	10/23/12 9:30AM (Tu)	00:30	TODAY SHOW 9A	MCC1204STE	\$400.00	
	Spot	9:00:04AM-Today S	Per week (3), Tu, We, Th, Fr	10/24/12 9:50AM (We)	00:30	TODAY SHOW 9A	MCC1204STE	\$400.00	
	Spot	9:00:04AM-Today S	Per week (3), Tu, We, Th, Fr	10/26/12 9:59AM (Fr)	00:30	TODAY SHOW 9A	MCC1204STE	\$400.00	
6.0	Contract Line Remarks:		<u>ELLEN/6</u>						
	Spot	10:00:04AM- Ellen	Per week (3), Tu, We, Th, Fr	10/24/12 10:46AM (We)	00:30	Ellen	MCC1204STE	\$350.00	
	Spot	10:00:04AM- Ellen	Per week (3), Tu, We, Th, Fr	10/25/12 10:56AM (Th)	00:30	Ellen	MCC1204STE	\$350.00	
	Spot	10:00:04AM- Ellen	Per week (3), Tu, We, Th, Fr	10/26/12 10:58AM (Fr)	00:30	Ellen	MCC1204STE	\$350.00	
7.0	Contract Line Remarks:		<u>ANDERSON/7</u>						
	Spot	11:00:04AM- Anderson	Per week (3), Tu, We, Th, Fr	10/24/12 11:31AM (We)	00:30	Anderson	MCC1204STE	\$275.00	
	Spot	11:00:04AM- Anderson	Per week (3), Tu, We, Th, Fr	10/25/12 11:26AM (Th)	00:30	Anderson	MCC1204STE	\$275.00	
	Spot	11:00:04AM- Anderson	Per week (3), Tu, We, Th, Fr	10/26/12 11:33AM (Fr)	00:30	Anderson	MCC1204STE	\$275.00	
8.0	Contract Line Remarks:		<u>NOON NEWS/8</u>						
	Spot	11:59:04AM-Channel	Per week (3), Tu, We, Th, Fr	10/24/12 12:28PM (We)	00:30	Channel 11 News At Noon	MCC1204STE	\$375.00	
	Spot	11:59:04AM-Channel	Per week (3), Tu, We, Th, Fr	10/25/12 12:13PM (Th)	00:30	Channel 11 News At Noon	MCC1204STE	\$375.00	
	Spot	11:59:04AM-Channel	Per week (3), Tu, We, Th, Fr	10/26/12 12:12PM (Fr)	00:30	Channel 11 News At Noon	MCC1204STE	\$375.00	
9.0	Contract Line Remarks:		<u>THE DOCTORS</u>						
	Spot	12:30:04PM-The Doc	Per week (3), Tu, We, Th, Fr	10/24/12 12:54PM (We)	00:30	The Doctors 1230-130P	MCC1204STE	\$275.00	
	Spot	12:30:04PM-The Doc	Per week (3), Tu, We, Th, Fr	10/25/12 1:25PM (Th)	00:30	The Doctors 1230-130P	MCC1204STE	\$275.00	
	Spot	12:30:04PM-The Doc	Per week (3), Tu, We, Th, Fr	10/26/12 1:16PM (Fr)	00:30	The Doctors 1230-130P	MCC1204STE	\$275.00	
10.0	Contract Line Remarks:		<u>TODAY 130P/10</u>						
	Spot	1:30:04PM-Today S	Per week (3), Tu, We, Th, Fr	10/24/12 1:58PM (We)	00:30	Today Show 130P	MCC1204STE	\$275.00	
	Spot	1:30:04PM-Today S	Per week (3), Tu, We, Th, Fr	10/25/12 2:26PM (Th)	00:30	Today Show 130P	MCC1204STE	\$275.00	



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Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Program	Copy/ISCI	Amount	Remarks
Spot		1:30:04PM-Today S	Per week (3), Tu, We, Th, Fr	10/26/12 2:22PM (Fr)	00:30	Today Show 130P	MCC1204STE	\$275.00	
11.0	Contract Line Remarks: <u>MILLIONAIRE/11</u>								
Spot		2:30:04PM-Who Wa	Per week (3), Tu, We, Th, Fr	10/24/12 2:45PM (We)	00:30	Who Wants to Be A Millionaire	MCC1204STE	\$275.00	
Spot		2:30:04PM-Who Wa	Per week (3), Tu, We, Th, Fr	10/25/12 2:46PM (Th)	00:30	Who Wants to Be A Millionaire	MCC1204STE	\$275.00	
Spot		2:30:04PM-Who Wa	Per week (3), Tu, We, Th, Fr	10/26/12 2:50PM (Fr)	00:30	Who Wants to Be A Millionaire	MCC1204STE	\$275.00	
12.0	Contract Line Remarks: <u>DAYS/12</u>								
Spot		2:58:04PM-Days Of	Per week (3), Tu, We, Th, Fr	10/24/12 3:00PM (We)	00:30	Days Of Our Lives	MCC1204STE	\$500.00	
Spot		2:58:04PM-Days Of	Per week (3), Tu, We, Th, Fr	10/25/12 2:59PM (Th)	00:30	Days Of Our Lives	MCC1204STE	\$500.00	
Spot		2:58:04PM-Days Of	Per week (3), Tu, We, Th, Fr	10/26/12 3:27PM (Fr)	00:30	Days Of Our Lives	MCC1204STE	\$500.00	
13.0	Contract Line Remarks: <u>JUDY 4-430P/13</u>								
Spot		4:00:04PM-Judge Ju	Per week (3), Tu, We, Th, Fr	10/24/12 4:12PM (We)	00:30	JUDGE JUDY 4P	MCC1204STE	\$400.00	
Spot		4:00:04PM-Judge Ju	Per week (3), Tu, We, Th, Fr	10/25/12 4:25PM (Th)	00:30	JUDGE JUDY 4P	MCC1204STE	\$400.00	
Spot		4:00:04PM-Judge Ju	Per week (3), Tu, We, Th, Fr	10/26/12 4:12PM (Fr)	00:30	JUDGE JUDY 4P	MCC1204STE	\$400.00	
14.0	Contract Line Remarks: <u>JUDY 430-5P/14</u>								
Spot		4:29:19PM-Judge Ju	Per week (3), Tu, We, Th, Fr	10/24/12 4:49PM (We)	00:30	JUDGE JUDY 430P	MCC1204STE	\$500.00	
Spot		4:29:19PM-Judge Ju	Per week (3), Tu, We, Th, Fr	10/25/12 4:54PM (Th)	00:30	JUDGE JUDY 430P	MCC1204STE	\$500.00	
Spot		4:29:19PM-Judge Ju	Per week (3), Tu, We, Th, Fr	10/26/12 4:54PM (Fr)	00:30	JUDGE JUDY 430P	MCC1204STE	\$500.00	
15.0	Contract Line Remarks: <u>NEWS 5-530P/15</u>								
Spot		5:00:00PM- 5:30:00	Per week (3), Tu, We, Th, Fr	10/24/12 5:27PM (We)	00:30	CHANNEL 11 NEWS-FIRST AT FIVE	MCC1204STE	\$800.00	
Spot		5:00:00PM- 5:30:00	Per week (3), Tu, We, Th, Fr	10/25/12 5:21PM (Th)	00:30	CHANNEL 11 NEWS-FIRST AT FIVE	MCC1204STE	\$800.00	
Spot		5:00:00PM- 5:30:00	Per week (3), Tu, We, Th, Fr	10/26/12 5:13PM (Fr)	00:30	CHANNEL 11 NEWS-FIRST AT FIVE	MCC1204STE	\$800.00	
16.0	Contract Line Remarks: <u>NEWS 530-6P/16</u>								
Spot		5:30:00PM- 6:00:00	Per week (2), Tu, We, Th, Fr	10/24/12 5:42PM (We)	00:30	CHANNEL 11 NEWS-FIRST AT FIVE	MCC1204STE	\$800.00	
Spot		5:30:00PM- 6:00:00	Per week (2), Tu, We, Th, Fr	10/26/12 5:43PM (Fr)	00:30	CHANNEL 11 NEWS-FIRST AT FIVE	MCC1204STE	\$800.00	
17.0	Contract Line Remarks: <u>NEWS 6-630P/17</u>								
Spot		5:58:34PM-Channel	Per week (3), Tu, We, Th, Fr	10/24/12 6:09PM (We)	00:30	Channel 11 News At 6pm M-F	MCC1204STE	\$1000.00	
Spot		5:58:34PM-Channel	Per week (3), Tu, We, Th, Fr	10/25/12 6:24PM (Th)	00:30	Channel 11 News At 6pm M-F	MCC1204STE	\$1000.00	
Spot		5:58:34PM-Channel	Per week (3), Tu, We, Th, Fr	10/26/12 6:13PM (Fr)	00:30	Channel 11 News At 6pm M-F	MCC1204STE	\$1000.00	
18.0	Contract Line Remarks: <u>JEOP 7-730P/18</u>								
Spot		6:59:29PM-Jeopardy	Per week (2), Tu, We, Th, Fr	10/24/12 7:13PM (We)	00:30	Jeopardy	MCC1204STE	\$1650.00	
Spot		6:59:29PM-Jeopardy	Per week (2), Tu, We, Th, Fr	10/25/12 7:05PM (Th)	00:30	Jeopardy	MCC1204STE	\$1650.00	
19.0	Contract Line Remarks: <u>WHEEL/19</u>								
Spot		7:30:04PM-WHEEL C	Per week (2), Tu, We, Th, Fr	10/24/12 7:37PM (We)	00:30	Wheel Of Fortune	MCC1204STE	\$1650.00	
Spot		7:30:04PM-WHEEL C	Per week (2), Tu, We, Th, Fr	10/26/12 7:37PM (Fr)	00:30	Wheel Of Fortune	MCC1204STE	\$1650.00	
20.0	Contract Line Remarks: <u>LAW&ORDER 9-10P/20</u>								
Prime		9:00:04PM-Law & O	Day, W-1	10/24/12 9:41PM (We)	00:30	Law & Order SVU 9-10P	MCC1204STE	\$1500.00	
21.0	Contract Line Remarks: <u>FOOTBALL 805-12M/21</u>								
Sports-Foc		8:13:04PM-NBC Sun	Day, Su-1	10/28/12 11:34PM (Su)	00:30	NBC SUNDAY NIGHT FOOTBALL	MCC1204STE	\$9750.00	
22.0	Contract Line Remarks: <u>LATE NEWS/22</u>								
Spot		10:59:34PM-CHANNE	Per week (2), Tu, We, Th, Fr	10/24/12 11:24PM (We)	00:30	CHANNEL 11 NEWS AT 11P	MCC1204STE	\$2000.00	



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23.0	Contract Line Remarks: TONIGHT/23								
	Spot	11:34:34PM-TONIGH	Per week (3), Tu, We, Th, Fr	10/24/12 12:07AM (We)	00:30	Tonight Show	MCC1204STE	\$675.00	
	Spot	11:34:34PM-TONIGH	Per week (3), Tu, We, Th, Fr	10/25/12 12:10AM (Th)	00:30	Tonight Show	MCC1204STE	\$675.00	
	Spot	11:34:34PM-TONIGH	Per week (3), Tu, We, Th, Fr	10/26/12 12:14AM (Fr)	00:30	Tonight Show	MCC1204STE	\$675.00	
24.0	Contract Line Remarks: LATE NEWS FLW FR 1135P-1235A/24								
	Spot	11:30:04PM-Channel	Day, Su-1	10/28/12 12:29AM (Su)	00:30	Channel 11 News Following Football 1130P	MCC1204STE	\$2250.00	

REMIT TO: P.O. BOX 640132 PGH, PA 15264-0132

We warrant that the actual broadcast information shown on this invoice was taken from the official log.

Gross Total	\$51,650.00	Total Spots	62
Commission	(\$7,747.50)		
Net Total	\$43,902.50		